

**REMARKS**

This Amendment is submitted in response to the Office Action dated April 23, 2007, wherein the Examiner rejected claims 1-20, all the claims pending in the application. Reconsideration of the application in view of the amendments made herein and the following remarks is respectfully requested.

In the Action, the Examiner rejected all the claims as anticipated by the patent to Decaux. It is noted that the driving mechanism 6 of the Decaux display panel is used by the Examiner for teaching the feature recited in the claims of an adjustment means for modifying at least one geometrical parameter selected from (1) the position of the internal display relative to the poster, (2) the shape of the internal display and (3) the size of the internal display.

Since the driving mechanism 6 of the Decaux display panel can neither modify the shape of the internal display nor the size of the internal display, it is obvious that it is the Examiner's position that the driving mechanism 6 of the Decaux display panel is able to modify the position of the internal display relative to the poster.

Accordingly, in order to avoid the Examiner's reading of the claims, claim 1 has been amended to recite that the adjustment means for modifying at least one geometrical parameter is selected from (1) the position of the internal display relative to a "fixed support", (2) the shape of the internal display and (3) the size of the internal display. It is submitted that the Decaux patent neither teaches nor suggests any of these three adjustment means. On the other hand, in the subject application, it is clear that the adjustment means is able to modify the position of internal display 7, relative to support 2.

Independent claim 12 has been amended in a manner similar to the amendment of claim 1.

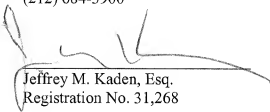
Therefore, it is submitted that claims 1-20, all the claims pending in the application, are now directed to allowable subject matter. Early and favorable action is respectfully requested.

The Commissioner is authorized to charge any additional fees that may be required, or to credit any overpayment to Deposit Account No. 07-1730.

Respectfully submitted,

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Dated: August 23, 2007



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